

1724 Connecticut Avenue, NW
Washington, DC 20009
(202) 234-5570

Interviews: 813 registered voters
Dates: July 19-21, 2004

48 Male
52 Female
[109]

FINAL

Study #6045
NBC News/WSJ Pre-Democratic Convention Poll
July 2004

Please note: all results are shown as percentages unless otherwise stated.

The margin of error for 813 interviews is ±3.4%

Unless otherwise noted by a "+", all previous data shown reflects responses among all adults.

1. Are you currently registered to vote in the precinct or election district where you live now, or haven't you had a chance to register yet?

| | | | |
|-------------------------|-----|------------------|-------|
| Yes, registered..... | 100 | CONTINUE | [138] |
| No, not registered..... | - | TERMINATE | |
| Not sure | - | | |

- 2a. Using a ten-point scale, please tell me how likely you are to vote in this November's elections for president and Congress. If you are certain that you will vote, pick a number closer to "8," "9," or "10." If it is less likely that you will vote, use a number closer to "1," "2," or "3." You may choose any number from one to ten. +

| | | |
|-----------------------------|----|------------------|
| 10, certain to vote..... | 83 | [139-140] |
| 9..... | 8 | |
| 8..... | 3 | |
| 7..... | 1 | |
| 6..... | 1 | |
| 5..... | 2 | |
| 4..... | - | |
| 3..... | 1 | |
| 2..... | - | |
| 1, less likely to vote..... | 1 | |
| Cannot rate..... | - | |

+ Results shown reflect responses among registered voters.

- 2b. For statistical purposes only, would you please tell me your age? (**IF "REFUSED," ASK:**) Well, would you tell me which age group you belong to?

| | | | | |
|------------|----|------------------|---|------------------|
| 18-24..... | 10 | 50-54..... | 9 | [141-142] |
| 25-29..... | 6 | 55-59..... | 8 | |
| 30-34..... | 8 | 60-64..... | 9 | |
| 35-39..... | 8 | 65-69..... | 5 | |
| 40-44..... | 10 | 70-74..... | 6 | |
| 45-49..... | 11 | 75 and over..... | 9 | |
| | | Refused..... | 1 | |

3. All in all, do you think that things in the nation are generally headed in the right direction, or do you feel that things are off on the wrong track?

| | <u>7/04+</u> | <u>6/04+</u> | <u>5/04+</u> | <u>3/04+</u> | <u>1/04</u> | <i>High 9/01</i> | <i>Low 7/92+</i> | [143] |
|------------------------------------|-----------------|-----------------|---------------|--------------|-------------|----------------------|----------------------|--------------|
| Headed in the right direction..... | 36 | 36 | 33 | 43 | 47 | 72 | 14 | |
| Off on the wrong track..... | 48 | 48 | 50 | 49 | 43 | 11 | 71 | |
| Mixed (VOL)..... | 14 | 14 | 14 | 4 | 6 | 11 | 9 | |
| Not sure..... | 2 | 2 | 3 | 4 | 4 | 6 | 6 | |
| | <u>12/14/03</u> | <u>12/13/03</u> | <u>11/03</u> | <u>9/03</u> | <u>7/03</u> | <u>5/03+</u> | <u>4/03</u> | |
| | 56 | 41 | 43 | 38 | 42 | 49 | 62 | |
| | 30 | 48 | 47 | 50 | 44 | 38 | 22 | |
| | 9 | 8 | 6 | 8 | 9 | 8 | 13 | |
| | 5 | 3 | 3 | 4 | 4 | 5 | 3 | |
| | <u>1/03</u> | <u>12/02</u> | <u>10/02+</u> | <u>9/02</u> | <u>7/02</u> | <u>6/02</u> | <u>4/02</u> | |
| | 36 | 43 | 44 | 42 | 40 | 52 | 53 | |
| | 47 | 42 | 42 | 43 | 42 | 31 | 28 | |
| | 14 | 13 | 14 | 12 | 14 | 14 | 15 | |
| | 3 | 2 | - | 3 | 4 | 3 | 4 | |
| | <u>1/02</u> | <u>12/01</u> | <u>9/01</u> | <u>6/01</u> | <u>4/01</u> | | | |
| | 62 | 70 | 72 | 43 | 47 | | | |
| | 20 | 15 | 11 | 39 | 39 | | | |
| | 14 | 12 | 11 | 14 | 11 | | | |
| | 4 | 3 | 6 | 4 | 3 | | | |

+ Results shown reflect responses among registered voters.

4. In general, do you approve or disapprove of the job that George W. Bush is doing as president?

| | <u>7/04+</u> | <u>6/04+</u> | <u>5/04+</u> | <u>3/04+</u> | <u>1/04</u> | <i>High 11/01</i> | <i>Low 6/04+</i> | [144] |
|-----------------|--------------|-----------------|-----------------|----------------|----------------|-------------------------|----------------------|-------|
| Approve..... | 48 | 45 | 47 | 50 | 54 | 88 | 45 | |
| Disapprove..... | 46 | 49 | 46 | 46 | 41 | 7 | 49 | |
| Not sure..... | 6 | 6 | 7 | 4 | 6 | 5 | 6 | |
| | | <u>12/14/03</u> | <u>12/13/03</u> | <u>11/03</u> | <u>9/03</u> | <u>7/03</u> | <u>5/03+</u> | |
| | | 58 | 52 | 51 | 49 | 56 | 62 | |
| | | 34 | 41 | 44 | 45 | 38 | 31 | |
| | | 9 | 7 | 5 | 6 | 6 | 7 | |
| | | <u>4/03</u> | <u>30/03</u> | <u>3/23/03</u> | <u>3/17/03</u> | <u>2/03¹</u> | <u>1/03</u> | |
| | | 71 | 66 | 67 | 62 | 61 | 54 | |
| | | 23 | 29 | 28 | 33 | 31 | 40 | |
| | | 6 | 5 | 5 | 5 | 8 | 6 | |
| | | <u>12/02</u> | <u>10/02+</u> | <u>9/02</u> | <u>7/02</u> | <u>6/02</u> | <u>5/02</u> | |
| | | 62 | 63 | 64 | 67 | 69 | 75 | |
| | | 33 | 31 | 30 | 27 | 23 | 18 | |
| | | 5 | 6 | 6 | 6 | 8 | 7 | |
| | | <u>4/02</u> | | | | | | |
| | | 74 | | | | | | |
| | | 20 | | | | | | |
| | | 6 | | | | | | |

¹ Overnight poll conducted after Colin Powell's speech to the United Nations.

+ Results shown reflect responses among registered voters.

5. Looking ahead to November's presidential election, do you think George W. Bush deserves to be re-elected, or do you feel that he does not deserve to be re-elected?

| | <u>7/04+</u> | <u>6/04+</u> | <u>5/04+</u> | <u>3/04+</u> | [145] |
|---------------------------------------|--------------|-----------------|-----------------|--------------|-------|
| Yes, deserves re-election..... | 46 | 45 | 45 | 49 | |
| No, does not deserve re-election..... | 47 | 50 | 49 | 48 | |
| Not sure..... | 7 | 5 | 6 | 4 | |
| | <u>1/04</u> | <u>12/14/03</u> | <u>12/13/03</u> | | |
| | 51 | 52 | 47 | | |
| | 42 | 38 | 46 | | |
| | 7 | 11 | 7 | | |

+ Results shown reflect responses among registered voters.

6. Now I'm going to read you the names of several public figures, and I'd like you to rate your feelings toward each one as either very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so.

| | Very Positive | Somewhat Positive | Neutral | Somewhat Negative | Very Negative | Don't Know Name/ Not Sure | [Total] |
|------------------------|---------------|-------------------|---------|-------------------|---------------|------------------------------|---------|
| George W. Bush | | | | | | | |
| July 2004+..... | 29 | 19 | 8 | 13 | 30 | 1 | |
| June 2004+..... | 33 | 15 | 8 | 14 | 30 | - | |
| May 2004+..... | 30 | 19 | 8 | 13 | 30 | - | |
| March 2004+..... | 35 | 17 | 6 | 13 | 29 | - | |
| January 2004..... | 38 | 17 | 8 | 13 | 24 | - | |
| December 13, 2003..... | 35 | 19 | 8 | 15 | 23 | - | |
| November 2003..... | 34 | 19 | 11 | 13 | 24 | - | |
| September 2003..... | 35 | 17 | 9 | 15 | 23 | 1 | |
| July 2003..... | 38 | 21 | 9 | 14 | 17 | - | |
| May 2003+..... | 41 | 22 | 9 | 10 | 17 | 1 | |
| January 2003..... | 36 | 20 | 12 | 16 | 16 | - | |
| December 2002..... | 38 | 24 | 14 | 12 | 12 | - | |
| October 2002+..... | 37 | 24 | 11 | 12 | 15 | 1 | |
| April 2002..... | 47 | 25 | 13 | 8 | 7 | - | |
| April 2000+..... | 17 | 29 | 22 | 13 | 16 | 3 | |
| <i>High</i> | | | | | | | |
| December 2001..... | 54 | 26 | 9 | 6 | 5 | - | |
| <i>Low</i> | | | | | | | |
| March 2000+..... | 19 | 26 | 21 | 15 | 17 | 2 | |
| John Kerry | | | | | | | |
| July 2004+..... | 17 | 25 | 21 | 16 | 19 | 2 | |
| June 2004+..... | 13 | 27 | 21 | 14 | 21 | 4 | |
| May 2004+..... | 12 | 26 | 19 | 16 | 22 | 5 | |
| March 2004+..... | 15 | 28 | 20 | 12 | 18 | 6 | |
| January 2004..... | 5 | 17 | 25 | 16 | 10 | 29 | |
| December 13, 2003..... | 3 | 18 | 20 | 13 | 11 | 36 | |
| December 2002..... | 5 | 14 | 25 | 8 | 5 | 43 | |

+ Results shown reflect responses among registered voters.

Q.6 (cont'd)

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know Name/Not Sure</u> | |
|------------------------|----------------------|--------------------------|----------------|--------------------------|----------------------|---------------------------------|-------|
| Dick Cheney | | | | | | | [148] |
| July 2004+..... | 16 | 20 | 19 | 14 | 28 | 3 | |
| June 2004+..... | 17 | 22 | 17 | 13 | 27 | 4 | |
| May 2004+..... | 18 | 21 | 16 | 13 | 29 | 3 | |
| March 2004+..... | 18 | 21 | 17 | 14 | 23 | 6 | |
| December 13, 2003..... | 18 | 24 | 14 | 13 | 23 | 8 | |
| September 2003..... | 21 | 25 | 16 | 14 | 18 | 7 | |
| May 2003+..... | 24 | 23 | 18 | 10 | 16 | 8 | |
| January 2003..... | 20 | 27 | 23 | 12 | 13 | 5 | |
| September 2002..... | 23 | 27 | 21 | 12 | 12 | 5 | |
| July 2002..... | 24 | 28 | 19 | 10 | 13 | 6 | |
| April 2002..... | 27 | 29 | 22 | 8 | 10 | 4 | |
| December 2001..... | 36 | 27 | 23 | 3 | 6 | 5 | |
| April 2001..... | 31 | 21 | 22 | 10 | 9 | 7 | |
| January 2001..... | 23 | 26 | 26 | 9 | 7 | 9 | |
| October 2000+..... | 25 | 24 | 26 | 8 | 9 | 8 | |
| <i>High</i> | | | | | | | |
| February 1991+..... | 33 | 33 | 13 | 2 | 2 | 17 | |
| <i>Low</i> | | | | | | | |
| June 2004+..... | 17 | 22 | 17 | 13 | 27 | 4 | |
| John Edwards | | | | | | | [149] |
| July 2004+..... | 18 | 26 | 26 | 12 | 8 | 10 | |
| June 2004+..... | 10 | 22 | 29 | 11 | 4 | 24 | |
| March 2004..... | 12 | 24 | 27 | 14 | 6 | 17 | |
| January 2004..... | 4 | 12 | 24 | 8 | 6 | 45 | |
| December 13, 2003..... | 3 | 14 | 21 | 8 | 5 | 49 | |

+ Results shown reflect responses among registered voters.

Q.6 (cont'd)

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know</u> | <u>Name/Not Sure</u> | |
|--|----------------------|--------------------------|----------------|--------------------------|----------------------|-------------------|----------------------|-------|
| John McCain | | | | | | | | [150] |
| July 2004+..... | 19 | 30 | 30 | 9 | 2 | 10 | | |
| May 2004+..... | 20 | 30 | 26 | 8 | 5 | 11 | | |
| July 2002..... | 12 | 29 | 27 | 10 | 5 | 17 | | |
| April 2002..... | 18 | 29 | 25 | 9 | 3 | 16 | | |
| June 2001..... | 15 | 29 | 26 | 11 | 6 | 13 | | |
| April 2001..... | 17 | 30 | 25 | 9 | 3 | 16 | | |
| January 2001..... | 16 | 28 | 29 | 7 | 3 | 17 | | |
| July 2000+..... | 18 | 32 | 25 | 9 | 6 | 10 | | |
| June 2000+..... | 15 | 32 | 25 | 11 | 7 | 10 | | |
| April 2000+..... | 16 | 30 | 27 | 12 | 5 | 10 | | |
| March 2000+..... | 14 | 31 | 25 | 14 | 7 | 9 | | |
| January 2000..... | 14 | 20 | 27 | 8 | 3 | 28 | | |
| December 1999..... | 12 | 22 | 24 | 4 | 2 | 36 | | |
| October 1999..... | 9 | 20 | 22 | 5 | 2 | 42 | | |
| <i>High</i> | | | | | | | | |
| July 2000+..... | 18 | 32 | 25 | 9 | 6 | 10 | | |
| <i>Low</i> | | | | | | | | |
| October 1999..... | 9 | 20 | 22 | 5 | 2 | 42 | | |
| Bill Clinton | | | | | | | | [151] |
| July 2004+..... | 22 | 20 | 15 | 14 | 28 | 1 | | |
| June 2004+..... | 20 | 22 | 16 | 14 | 27 | 1 | | |
| January 2002..... | 17 | 19 | 13 | 13 | 36 | 2 | | |
| June 2001..... | 18 | 21 | 15 | 15 | 31 | - | | |
| April 2001..... | 20 | 20 | 15 | 11 | 34 | - | | |
| March 2001..... | 17 | 17 | 13 | 14 | 38 | 1 | | |
| January 2001..... | 32 | 24 | 11 | 12 | 21 | - | | |
| December 2000..... | 33 | 23 | 11 | 12 | 21 | - | | |
| <i>Likely voters November 2000+.....</i> | 22 | 20 | 11 | 11 | 35 | 1 | | |
| <i>Likely voters October 2000+.....</i> | 25 | 23 | 8 | 12 | 32 | - | | |
| September 2000+..... | 25 | 25 | 10 | 13 | 27 | - | | |
| August 2000+..... | 24 | 22 | 11 | 13 | 30 | - | | |
| July 2000+..... | 22 | 27 | 11 | 12 | 28 | - | | |
| <i>High</i> | | | | | | | | |
| January 1993..... | 33 | 31 | 15 | 9 | 7 | 5 | | |
| <i>Low</i> | | | | | | | | |
| March 2001..... | 17 | 17 | 13 | 14 | 38 | 1 | | |

+ Results shown reflect responses among registered voters.

Q.6 (cont'd)

| | <u>Very Positive</u> | <u>Somewhat Positive</u> | <u>Neutral</u> | <u>Somewhat Negative</u> | <u>Very Negative</u> | <u>Don't Know</u> <u>Name/Not Sure</u> |
|---|----------------------|--------------------------|----------------|--------------------------|----------------------|---|
| Ron Reagan, the son of former President Reagan | | | | | | [152] |
| July 2004+..... | 10 | 19 | 36 | 10 | 8 | 17 |
| The Democratic Party | | | | | | [153] |
| July 2004+..... | 16 | 25 | 24 | 19 | 14 | 2 |
| September 2003..... | 11 | 29 | 22 | 19 | 16 | 3 |
| July 2003..... | 11 | 25 | 25 | 20 | 16 | 3 |
| December 2002..... | 13 | 27 | 27 | 16 | 15 | 2 |
| September 2002..... | 12 | 26 | 30 | 17 | 12 | 3 |
| December 2001..... | 18 | 30 | 26 | 14 | 9 | 3 |
| December 2000..... | 23 | 23 | 18 | 16 | 18 | 2 |
| July 2000+..... | 19 | 27 | 24 | 15 | 14 | 1 |
| June 1996+..... | 17 | 29 | 23 | 15 | 15 | 1 |
| <i>High</i> | | | | | | |
| January 2000..... | 20 | 30 | 23 | 15 | 10 | 2 |
| <i>Low</i> | | | | | | |
| December 1994..... | 10 | 23 | 25 | 24 | 16 | 2 |
| The Republican Party | | | | | | [154] |
| July 2004+..... | 18 | 25 | 20 | 18 | 18 | 1 |
| September 2003..... | 17 | 26 | 17 | 19 | 18 | 3 |
| July 2003..... | 18 | 30 | 16 | 16 | 16 | 3 |
| December 2002..... | 21 | 26 | 22 | 15 | 14 | 2 |
| September 2002..... | 15 | 30 | 26 | 13 | 13 | 3 |
| December 2001..... | 21 | 36 | 18 | 13 | 9 | 3 |
| December 2000..... | 18 | 26 | 23 | 14 | 18 | 1 |
| July 2000+..... | 15 | 28 | 24 | 16 | 15 | 2 |
| June 1996+..... | 11 | 25 | 25 | 21 | 16 | 2 |
| <i>High</i> | | | | | | |
| December 2001..... | 21 | 36 | 18 | 13 | 9 | 3 |
| <i>Low</i> | | | | | | |
| March 1999..... | 1 | 22 | 23 | 19 | 23 | 2 |

+ Results shown reflect responses among registered voters.

- 7a. If the election for president were held today, and George W. Bush and Dick Cheney were the Republican candidates, John Kerry and John Edwards were the Democratic candidates, and Ralph Nader and Peter Camejo were running as independent candidates, for whom would you vote? (IF "NOT SURE," ASK:) Well, which way do you lean at this time?

| | 7/04+ | |
|---|-------|--------------|
| George W. Bush and Dick Cheney..... | 44 | [155] |
| George W. Bush and Dick Cheney (lean).... | 3 | |
| John Kerry and John Edwards..... | 40 | CONTINUE |
| John Kerry and John Edwards (lean).... | 5 | |
| Ralph Nader and Peter Camejo..... | 2 | |
| Ralph Nader and Peter Camejo (lean).... | - | |
| Depends (VOL)..... | - | |
| None/other (VOL)..... | 1 | Skip to Q.7c |
| Not sure..... | 5 | |

+ Results shown reflect responses among registered voters.

| | 6/04+ | 5/04+ | 3/04+ |
|-----------------------|-------|-------|-------|
| George W. Bush..... | 45 | 46 | 46 |
| John Kerry..... | 44 | 42 | 43 |
| Ralph Nader..... | 4 | 5 | 5 |
| Depends (VOL)..... | 1 | 1 | 1 |
| None/other (VOL)..... | 1 | 1 | 2 |
| Not sure..... | 5 | 5 | 3 |

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO MAKE A CHOICE IN Q.7a.)

- 7b. Would you definitely vote for (CANDIDATE IN Q.7a) probably vote for (CANDIDATE IN Q.7a) but are still thinking about it, or are you just leaning toward voting for (CANDIDATE IN Q.7a)?

| | <i>Bush-Cheney Voters</i> | <i>Kerry- Edwards Voters</i> | [156] |
|--|-------------------------------|--------------------------------------|-------|
| | 7/04+ | 7/04+ | |
| Definitely vote for candidate..... | 75 | 72 | |
| Probably vote for candidate..... | 16 | 14 | |
| Just leaning toward voting for candidate..... | 9 | 13 | |
| Not sure..... | - | 1 | |

+ Results shown reflect responses among registered voters.

| | <i>Bush Voters</i> | | | <i>Kerry Voters</i> | | |
|--|--------------------|-------|-------|---------------------|-------|-------|
| | 6/04+ | 5/04+ | 3/04+ | 6/04+ | 5/04+ | 3/04+ |
| Definitely vote for candidate..... | 80 | 78 | 81 | 64 | 65 | 70 |
| Probably vote for candidate..... | 11 | 12 | 12 | 17 | 17 | 15 |
| Just leaning toward voting for candidate..... | 8 | 10 | 7 | 19 | 18 | 15 |
| Not sure..... | 1 | - | - | - | - | - |

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO DO NOT CHOOSE KERRY/EDWARDS IN Q.7a.)

- 7c. Even though you are not supporting John Kerry and John Edwards now, what are the chances that you might support them in this year's election--is there a fair chance that you might support them, a small chance, just a very slight chance, or no chance at all you might support them? +

| | | |
|--------------------------------|----|-------|
| Fair chance..... | 12 | [157] |
| A small chance..... | 9 | |
| Just a very slight chance..... | 21 | |
| No chance at all..... | 56 | |
| Don't know/refused..... | 2 | |

+ Results shown reflect responses among registered voters.

(ASK ONLY OF RESPONDENTS WHO DO NOT CHOOSE BUSH/CHENEY IN Q7a.)

- 7d. Even though you are not supporting George W. Bush and Dick Cheney now, what are the chances that you might support them in this year's election--is there a fair chance that you might support them, a small chance, just a very slight chance, or no chance at all you might support them? +

| | | |
|--------------------------------|----|-------|
| Fair chance..... | 8 | [158] |
| A small chance..... | 8 | |
| Just a very slight chance..... | 18 | |
| No chance at all..... | 65 | |
| Don't know/refused..... | 1 | |

+ Results shown reflect responses among registered voters.

8. How much would you say you know about John Kerry and what he stands for--a lot, a fair amount, just some, or very little?

| | 7/04+ | 6/04+ | 5/04+ | 3/04+ | [159] |
|-------------------------|-------|-------|-------|-------|-------|
| Know a lot..... | 22 | 15 | 18 | 23 | |
| Know a fair amount..... | 44 | 42 | 44 | 45 | |
| Know just some..... | 21 | 28 | 25 | 17 | |
| Know very little..... | 13 | 15 | 12 | 14 | |
| Not sure..... | - | - | 1 | 1 | |

+ Results shown reflect responses among registered voters.

9. How would you rate John Kerry on the following qualities, using a five-point scale, on which a "5" means a very good rating, a "1" means a very poor rating, and a "3" means a mixed rating?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE WHO SAY GOOD (RATING OF "4" or "5")

| | Very Good Rating | Very Poor Rating | | | Cannot Rate | [] |
|--|------------------|------------------|----|----|-------------|-----------|
| | | 5 | 4 | 3 | 2 | |
| Being smart and intelligent | | | | | | [166] |
| July 2004+ ** | 34 | 28 | 23 | 6 | 5 | 4 |
| June 2004+..... | 33 | 28 | 23 | 5 | 8 | 3 |
| Being knowledgeable and experienced enough to handle the presidency | | | | | | [164] |
| July 2004+ * | 24 | 24 | 23 | 10 | 17 | 2 |
| June 2004+..... | 23 | 21 | 27 | 10 | 15 | 4 |
| Being easygoing and likable | | | | | | [162] |
| July 2004+ *. | 19 | 26 | 27 | 11 | 13 | 4 |
| June 2004+..... | 20 | 25 | 28 | 12 | 10 | 5 |
| Having high personal standards that set the proper moral tone for the country | | | | | | [167] |
| July 2004+ ** | 23 | 20 | 29 | 12 | 10 | 6 |
| June 2004+..... | 22 | 25 | 21 | 11 | 16 | 5 |
| Understands and is concerned about the problems of the average person | | | | | | [169] |
| July 2004+ ** | 18 | 25 | 23 | 13 | 16 | 5 |
| Being consistent and standing up for his beliefs | | | | | | [168] |
| July 2004+ ** | 18 | 21 | 24 | 13 | 20 | 4 |
| June 2004+..... | 17 | 21 | 21 | 12 | 25 | 4 |
| Having the right positions and values on social issues | | | | | | [161] |
| July 2004+ *. | 18 | 18 | 29 | 13 | 19 | 3 |
| Being strong in protecting American interests overseas | | | | | | [160/165] |
| July 2004+..... | 18 | 18 | 23 | 15 | 20 | 6 |
| June 2004+..... | 16 | 21 | 24 | 14 | 19 | 6 |
| Having the right economic policies for the times | | | | | | [163] |
| July 2004+ *. | 13 | 17 | 31 | 14 | 17 | 8 |
| June 2004+..... | 11 | 18 | 30 | 12 | 16 | 13 |

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

+ Results shown reflect responses among registered voters.

10. Does John Kerry's selection of John Edwards as his vice-presidential running mate make you more likely to vote for John Kerry, less likely to vote for John Kerry, or does it not affect your vote either way? +

| | | |
|---|----|-------|
| More likely to vote for John Kerry..... | 28 | [170] |
| Less likely to vote for John Kerry..... | 7 | |
| Does not affect vote either way..... | 65 | |
| Not sure..... | - | |

+ Results shown reflect responses among registered voters.

Does Al Gore's selection of Joe Lieberman as his vice-presidential running mate make you more likely to vote for Al Gore, less likely to vote for Al Gore, or does it not affect your vote either way?

| | Asked About Bush/Cheney | |
|--------------------------------------|----------------------------|--------------|
| | <u>8/00+</u> | <u>7/00+</u> |
| More likely to vote for Gore..... | 20 | 16 |
| Less likely to vote for Gore..... | 7 | 14 |
| Does not affect vote either way..... | 71 | 69 |
| Not sure..... | 2 | 1 |

+ Results shown reflect responses among registered voters.

11. Does the fact that John Kerry selected John Edwards as his vice-presidential running mate make you much more comfortable with John Kerry, somewhat more comfortable, somewhat less comfortable, much less comfortable, or does it not affect your comfort level with John Kerry? +

| | | |
|------------------------------------|----|-------|
| Much more comfortable..... | 14 | [171] |
| Somewhat more comfortable..... | 23 | |
| Somewhat less comfortable..... | 5 | |
| Much less comfortable..... | 5 | |
| Does not affect comfort level..... | 52 | |
| Not sure..... | 1 | |

+ Results shown reflect responses among registered voters.

- 12a. I'm going to read you some positive things that some people have said about John Edwards. Which one of the following, if any, comes closest to your feelings about having John Edwards as John Kerry's vice-presidential running mate? +

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| | | |
|---|----|-------|
| He is smart and articulate and has an upbeat personality..... | 21 | [172] |
| He has a positive outlook on America's future..... | 17 | |
| As a lawyer and senator he fought for the average person..... | 15 | |
| He adds excitement and youth to the ticket..... | 12 | |
| He represents the right set of family values and beliefs..... | 9 | |
| None..... | 13 | |
| All (VOL)..... | 7 | |
| Not sure..... | 6 | |

+ Results shown reflect responses among registered voters.

- 12b. Now I'm going to read you some concerns that some people have had about John Edwards. Which one of the following, if any, comes closest to your feelings about having John Edwards as John Kerry's vice-presidential running mate? +

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

| | | |
|---|----|-------|
| Having spent only six years in the Senate he is not experienced enough to be president..... | 21 | [173] |
| He has no military record and little foreign policy experience..... | 16 | |
| He is too liberal..... | 10 | |
| He made millions of dollars as a trial lawyer..... | 9 | |
| He is too slick and smooth..... | 4 | |
| None..... | 26 | |
| All (VOL)..... | 8 | |
| Not sure..... | 6 | |

+ Results shown reflect responses among registered voters.

13. When it comes to (**READ ITEM**), which party do you think would do a better job--the Democratic Party, the Republican Party, both about the same, or neither?

| <u>Dealing with the economy</u> | <u>Party Advantage</u> | <u>Democratic Party</u> | <u>Republican Party</u> | <u>Both About The Same</u> | <u>Neither</u> | <u>Not Sure</u> | |
|---------------------------------|------------------------|-------------------------|-------------------------|----------------------------|----------------|-----------------|-------|
| July 2004+..... | D-8 | 40 | 32 | 19 | 7 | 2 | [174] |
| January 2004 +..... | R-2 | 36 | 38 | 15 | 8 | 2 | |
| December 13, 2003..... | R-1 | 37 | 38 | 14 | 7 | 5 | |
| October 2002+..... | D-6 | 36 | 30 | 21 | 9 | 4 | |
| June 2002..... | D-1 | 32 | 31 | 24 | 9 | 4 | |
| June 2001..... | D-6 | 37 | 31 | 20 | 6 | 6 | |
| December 1999..... | D-3 | 34 | 31 | 24 | 7 | 4 | |
| March 1999..... | D-6 | 35 | 29 | 26 | 6 | 4 | |
| September 1998..... | - | 31 | 31 | 29 | 6 | 3 | |
| September 1997..... | R-9 | 25 | 34 | 26 | 9 | 6 | |
| October 1996..... | D-4 | 36 | 32 | 15 | 10 | 7 | |
| May 1996+..... | R-4 | 26 | 30 | 27 | 14 | 3 | |
| December 1995..... | R-8 | 22 | 30 | 27 | 17 | 4 | |
| June 1995..... | R-12 | 17 | 29 | 29 | 23 | 2 | |
| October 1994..... | R-8 | 22 | 30 | 28 | 16 | 4 | |
| July 1994..... | R-11 | 18 | 29 | 32 | 17 | 4 | |
| June 1994..... | R-5 | 21 | 26 | 39 | 12 | 2 | |
| October 1993..... | R-5 | 22 | 27 | 20 | 28 | 3 | |
| March 1993..... | D-16 | 34 | 18 | 34 | 11 | 3 | |
| July 1992+..... | D-8 | 26 | 18 | 35 | 18 | 3 | |
| May 1992..... | D-6 | 29 | 23 | 26 | 17 | 5 | |
| January 1992+..... | D-5 | 28 | 23 | 33 | 12 | 4 | |
| October 1991+..... | R-1 | 27 | 28 | 26 | 14 | 5 | |

+ Results shown reflect responses among registered voters.

| Q.13 (cont'd) | <u>Party Advantage</u> | Democratic Party | Republican Party | Both About The Same | Neither | Not Sure | [175] |
|--------------------------|------------------------|------------------|------------------|---------------------|---------|----------|-------|
| Dealing with Iraq | | | | | | | |
| July 2004+..... | R-8 | 31 | 39 | 16 | 10 | 4 | |
| January 2004 +..... | R-27 | 22 | 49 | 14 | 12 | 4 | |
| December 13, 2003..... | R-21 | 24 | 45 | 13 | 7 | 11 | |
| October 2002+..... | R-30 | 17 | 47 | 21 | 8 | 7 | |

+ Results shown reflect responses among registered voters.

14. I would like to read you some things that people are saying about the Democratic Party. For each one, please tell me whether you feel that this tends to be the case or not.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE WHO SAY TENDS TO BE THE CASE

| | Tends To Be The Case | Does Not Tend To Be The Case | Depends (VOL) | Not Sure | [179] |
|--|----------------------|------------------------------|---------------|----------|-------|
| It is compassionate and cares for people | | | | | |
| July 2004+..... | 64 | 26 | 6 | 4 | |
| August 2000..... | 63 | 27 | 5 | 5 | |
| It has a vision to move the country forward | | | | | |
| July 2004+..... | 55 | 36 | 4 | 5 | |
| August 2000..... | 59 | 33 | 3 | 5 | |
| It is too liberal | | | | | |
| July 2004+..... | 45 | 47 | 4 | 4 | |
| August 2000..... | 42 | 48 | 4 | 6 | |
| It stands for strong moral values | | | | | |
| July 2004+..... | 43 | 45 | 6 | 6 | |
| August 2000..... | 44 | 46 | 5 | 5 | |

+ Results shown reflect responses among registered voters.

Turning to other topics...

15. When it comes to the war in Iraq, do you think that removing Saddam Hussein from power was or was not worth the number of U.S. military casualties and the financial cost of the war?

| | 7/04+ | 6/04+ | 5/04+ | 3/04+ | 1/04 | [180] |
|-------------------|-------|-----------------|-----------------|--------------|------|-------|
| Worth it..... | 43 | 40 | 42 | 50 | 52 | |
| Not worth it..... | 47 | 51 | 47 | 44 | 40 | |
| Depends..... | 4 | 5 | 5 | 2 | 2 | |
| Not sure..... | 6 | 4 | 6 | 4 | 5 | |
| | | <u>12/14/03</u> | <u>12/13/03</u> | <u>11/03</u> | | |
| | | 53 | 45 | 45 | | |
| | | 37 | 42 | 46 | | |
| | | 5 | 6 | 3 | | |
| | | 5 | 6 | 5 | | |

+ Results shown reflect responses among registered voters.

16. The Senate Intelligence Committee has reported that intelligence the United States collected about Iraq and the capabilities of its weapons programs was flawed and exaggerated. Do you feel that President Bush did all he could to make certain the intelligence he received on Iraq was accurate, or should he have done more? +

| | | |
|--|----|-------|
| President Bush did all he could..... | 40 | [208] |
| President Bush should have done more.... | 56 | |
| Not sure..... | 4 | |

+ Results shown reflect responses among registered voters.

- 17a. Over the past twelve months, do you think that the nation's economy has gotten better, gotten worse, or stayed about the same?

| | <u>7/04+</u> | <u>6/04+</u> | <u>5/04+</u> | <u>3/04+</u> | <u>1/04</u> | <u>12/13/03</u> | <u>11/03</u> | [209] |
|--------------------------------------|--------------|--------------|--------------|--------------|-------------------------|-----------------|--------------|--------------|
| Economy has gotten better..... | 37 | 39 | 35 | 35 | 43 | 45 | 38 | |
| Economy has gotten worse..... | 31 | 28 | 33 | 34 | 23 | 27 | 29 | |
| Economy has stayed about the same... | 30 | 31 | 31 | 29 | 34 | 27 | 31 | |
| Not sure..... | 2 | 2 | 1 | 1 | 1 | 1 | 1 | |
| | <u>9/03</u> | <u>7/03</u> | <u>5/03+</u> | <u>12/01</u> | <u>4/01¹</u> | <u>3/01</u> | | |
| | 27 | 23 | 18 | 6 | 7 | 17 | | |
| | 41 | 42 | 44 | 65 | 57 | 44 | | |
| | 30 | 34 | 36 | 28 | 35 | 38 | | |
| | 2 | 1 | 1 | 1 | 1 | 1 | | |
| | <u>3/92</u> | <u>1/92</u> | <u>12/91</u> | <u>10/91</u> | <u>9/91</u> | <u>7/91</u> | | |
| | 6 | 2 | 3 | 6 | 8 | 9 | | |
| | 73 | 78 | 74 | 67 | 57 | 64 | | |
| | 20 | 19 | 22 | 26 | 33 | 26 | | |
| | 1 | 1 | 1 | 1 | 2 | 1 | | |
| | <u>6/91</u> | <u>5/91</u> | <u>12/90</u> | <u>10/90</u> | <u>9/90</u> | <u>7/90</u> | | |
| | 11 | 8 | 3 | 3 | 6 | 11 | | |
| | 54 | 64 | 73 | 72 | 57 | 37 | | |
| | 35 | 27 | 23 | 24 | 35 | 51 | | |
| | - | 1 | 1 | 1 | 2 | 1 | | |
| | <u>5/90</u> | <u>4/90</u> | <u>3/90</u> | <u>1/90</u> | <u>11/89</u> | <u>9/89</u> | | |
| | 11 | 12 | 12 | 12 | 15 | 18 | | |
| | 36 | 30 | 30 | 29 | 34 | 23 | | |
| | 52 | 56 | 56 | 57 | 49 | 57 | | |
| | 1 | 2 | 2 | 2 | 2 | 2 | | |

¹ Prior to April 2001, the question was phrased, "Over the past year..."

+ Results shown reflect responses among registered voters.

- 17b. Which of the following two statements comes closer to your assessment of the United States' economy?

Statement A: On the basis of what I see for the future, the signs point to an economy that is going to be strong--jobs are being created, inflation is low, and the stock market is up.

Statement B: On the basis of what I see for the future, the signs point to an economy that is going to be in trouble--jobs are moving overseas, the budget deficit is growing, and too many jobs do not have health insurance or pensions.

| | 7/04+ | 6/04+ | 5/04+ | |
|---|-------|-------|-------|-------|
| Statement A/economy will be strong..... | 31 | 34 | 31 | [210] |
| Statement B/economy will be in trouble.... | 58 | 57 | 60 | |
| Some of both (VOL)..... | 9 | 7 | 7 | |
| Not sure..... | 2 | 2 | 2 | |

+ Results shown reflect responses among registered voters.

- 18a. Would you favor or would you oppose an amendment to the United States Constitution that defines marriage as a union only between a man and a woman and makes same-sex marriages unconstitutional? (IF "FAVOR" OR "OPPOSE," ASK:) Would you say that you strongly (favor/oppose) this, or just somewhat (favor/oppose) this?

| | 7/04+ | 6/04+ | 5/04+ ¹ | 3/04+ | 12/13/03 | |
|--|-----------|-----------|--------------------|-----------|----------|-------|
| Favor Constitutional Amendment | 50 | 51 | 50 | 54 | {48} | [211] |
| Strongly favor..... | 42 | 43 | 42 | 46 | | |
| Somewhat favor..... | 8 | 8 | 8 | 8 | | |
| Oppose Constitutional Amendment | 44 | 44 | 44 | 43 | {44} | |
| Somewhat oppose..... | 10 | 11 | 11 | 11 | | |
| Strongly oppose..... | 34 | 33 | 33 | 32 | | |
| Depends (VOL)..... | 2 | 2 | 2 | 1 | 2 | |
| Not sure..... | 4 | 3 | 4 | 3 | 6 | |

¹ Prior to May 2004, the question was phrased, "Would you favor or would you oppose a constitutional amendment that defined marriage as a union only between a man and a woman and made same-sex marriages unconstitutional?"

+ Results shown reflect responses among registered voters.

- 18b. Compared to the other issues in the presidential campaign do you feel the issue of a constitutional amendment to prohibit same-sex marriage is more important than other issues, less important, or about the same in importance? +

| | | |
|---------------------------------------|----|-------|
| More important than other issues..... | 13 | [212] |
| Less important than other issues..... | 63 | |
| About the same in importance..... | 22 | |
| Not sure..... | 2 | |

+ Results shown reflect responses among registered voters.

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. Are you currently employed? (**IF CURRENTLY EMPLOYED:**) What type of work do you do?

(**IF NOT CURRENTLY EMPLOYED:**) Are you a student, a homemaker, retired, or unemployed and looking for work?

| <u>Currently Employed</u> | | |
|-----------------------------------|----|-----------|
| Professional/ manager..... | 20 | [213-214] |
| White-collar worker..... | 25 | |
| Blue-collar worker..... | 17 | |
| Farmer, rancher..... | - | |
| <u>Not Currently Employed</u> | | |
| Student..... | 4 | |
| Homemaker..... | 5 | |
| Retired..... | 24 | |
| Unemployed, looking for work..... | 3 | |
| Other..... | - | |
| Not sure..... | 2 | |

F2. What is the last grade that you completed in school?

| | | |
|--|----|-----------|
| Grade school..... | 1 | [221-222] |
| Some high school..... | 4 | |
| High school graduate..... | 24 | |
| Some college, no degree..... | 20 | |
| Vocational training/2-year college..... | 11 | |
| 4-year college/bachelor's degree..... | 22 | |
| Some postgraduate work, no degree..... | 3 | |
| 2 or 3 years' postgraduate work/master's degree..... | 10 | |
| Doctoral/law degree..... | 4 | |
| Not sure/refused..... | 1 | |

F3. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? (**IF "DEMOCRAT" OR "REPUBLICAN," ASK:**) Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? (**IF NOT SURE, CODE AS "NOT VERY STRONG DEMOCRAT/REPUBLICAN."**) (**IF "INDEPENDENT," ASK:**) Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? (**IF "NOT SURE," CODE AS "STRICTLY INDEPENDENT."**)

| | | |
|----------------------------------|----|-------|
| Strong Democrat..... | 22 | [223] |
| Not very strong Democrat..... | 7 | |
| Independent/lean Democrat..... | 11 | |
| Strictly independent..... | 14 | |
| Independent/lean Republican..... | 10 | |
| Not very strong Republican..... | 8 | |
| Strong Republican..... | 21 | |
| Other..... | 5 | |
| Not sure/nothing..... | 2 | |

F4. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative?

| | | |
|-------------------|----|-------|
| Liberal..... | 18 | [224] |
| Moderate..... | 42 | |
| Conservative..... | 36 | |
| Not sure..... | 4 | |

F5a. What is your religion?

| | | | |
|-----------------------|----|--------------|-------|
| Protestant..... | 41 | CONTINUE | [225] |
| Catholic..... | 25 | | |
| Jewish..... | 2 | Skip to Q.F6 | |
| Muslim..... | 1 | | |
| Other..... | 17 | CONTINUE | |
| None..... | 10 | | |
| Not sure/refused..... | 4 | | |

(ASK ONLY OF RESPONDENTS WHO SAY PROTESTANT, OTHER, NONE, OR NOT SURE IN Q.F5a.)

F5b. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way?

| | | |
|---|----|-------|
| Fundamentalist/evangelical..... | 19 | [226] |
| Neither fundamentalist nor evangelical..... | 45 | |
| Not sure..... | 9 | |
| Catholic/Jewish/Muslim (Q.F5a)..... | 27 | |

F6. How often do you attend services at a church, synagogue, or other place of worship?

| | | |
|--------------------------------|----|-------|
| Never..... | 15 | [227] |
| Once a year..... | 5 | |
| A few times a year..... | 17 | |
| Once a month..... | 7 | |
| About twice a month..... | 10 | |
| Once a week or more often..... | 42 | |
| Not sure..... | 4 | |

F7. Are you a member of a labor union? (IF "NO," ASK:) Is anyone else in this household a member of a labor union?

| | | |
|----------------------------|----|-------|
| Labor union member..... | 12 | [228] |
| Labor union household..... | 6 | |
| Non-union household..... | 80 | |
| Not sure..... | 2 | |

F8a. Are you from a Hispanic or Spanish-speaking background?

| | | |
|-----------------------|----|-------|
| Yes, Hispanic..... | 6 | [229] |
| No, not Hispanic..... | 92 | |
| Not sure/refused..... | 2 | |

F8b. What is your race--white, black, Asian, or something else?

| | | |
|-----------------------|----|-------|
| White..... | 78 | [230] |
| Black..... | 10 | |
| Asian..... | 2 | |
| Other..... | 2 | |
| Hispanic (VOL)..... | 5 | |
| Not sure/refused..... | 3 | |

F9. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, or would the total be more than that?

| | | |
|-------------------------------------|----|-------|
| Less than \$10,000..... | 3 | [231] |
| Between \$10,000 and \$20,000..... | 6 | |
| Between \$20,000 and \$30,000..... | 8 | |
| Between \$30,000 and \$40,000..... | 11 | |
| Between \$40,000 and \$50,000..... | 9 | |
| Between \$50,000 and \$75,000..... | 18 | |
| Between \$75,000 and \$100,000..... | 13 | |
| More than \$100,000..... | 15 | |
| Not sure/refused..... | 17 | |